

## ORDER



**Orders**  
**Order / Rev:** 703942  
**Alt Order #:** 06259656  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 08/01/12 / 10/03/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	120	\$41,030.00	\$34,875.50
10/08/12	10/14/12	21	\$6,185.00	\$5,257.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	141	\$47,215.00	\$40,132.75	0.00
<b>Totals</b>	<b>141</b>	<b>\$47,215.00</b>	<b>\$40,132.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WFMY-TV	30%	\$47,215.00
Market	100%	\$157,383.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	27%	\$42,493.50
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	2%	\$3,147.67
WUNL	0%	\$0.00
WUPN	4%	\$6,295.33
WXII	30%	\$47,215.00
WXLV	7%	\$11,016.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/02/12	10/08/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	5	\$55.00	P-4	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/02/12	10/08/12	MTWTF--			5		\$55.00		0.00				
E 2	WFMY	10/02/12	10/08/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	5	\$80.00	P-4	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/02/12	10/08/12	MTWTF--			5		\$80.00		0.00				

Order / Rev: 703942  
Alt Order #: 06259656  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Obama For America  
Product Desc: OBAMA FOR AMERICA  
Estimate: 1537  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFMY	10/02/12	10/08/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	10	\$60.00	P-3	0.00	NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		10	\$60.00	0.00							
E 4	WFMY	10/06/12	10/06/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-----S-		1	\$70.00	0.00							
E 5	WFMY	10/07/12	10/07/12	Good Morning Show Sun Good Morning Show Su	CM	7-9a (7:00 AM-9:00 AM)	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-----S		1	\$70.00	0.00							
E 6	WFMY	10/02/12	10/08/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$225.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WFMY	10/02/12-10/08/12	Price Is Right		11a-12p	MTWThF----	:30		<del>(\$225.00)</del>		0.00	NM		
	Credited														
	3	WFMY	10/02/12-10/08/12	Price Is Right		11a-12p	MTWThF----	:30		<del>(\$225.00)</del>		0.00	NM		
	Credited														
E 7	WFMY	10/02/12	10/08/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$130.00	0.00							
E 8	WFMY	10/02/12	10/08/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	MTWTF--	:30	7	\$275.00	P-2	0.00	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		7	\$275.00	0.00							
E 9	WFMY	10/02/12	10/08/12	M-F 2-3p The Talk	CM	2-3p	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		4	\$100.00	0.00							
E 10	WFMY	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-----S		1	\$200.00	0.00							
E 11	WFMY	10/07/12	10/07/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-----S		1	\$750.00	0.00							
E 12	WFMY	10/02/12	10/08/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$100.00	0.00							
E 13	WFMY	10/02/12	10/08/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$225.00	0.00							
E 14	WFMY	10/02/12	10/08/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$350.00	0.00							
E 15	WFMY	10/02/12	10/08/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$700.00	0.00							
E 18	WFMY	10/02/12	10/08/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	4	\$2,200.00

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WFMY	10/02/12	10/08/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$550.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WFMY	10/02/12-10/08/12	M-F 7-730p		7-730p	MTWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
		Credited													
E 19	WFMY	10/02/12	10/08/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/02/12	10/08/12	MTWTF--		5	\$550.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WFMY	10/02/12-10/08/12	M-F 730-8p		730-8p	MTWThF----	:30		<del>(\$550.00)</del>		0.00	NM		
		Credited													
E 20	WFMY	10/06/12	10/06/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-----S-		1	\$150.00	0.00							
E 21	WFMY	10/06/12	10/06/12	Sat 730-8p Sat Jeopardy	CM	730-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-----S-		1	\$150.00	0.00							
E 22	WFMY	10/08/12	10/08/12	Mon Prime B 2 Broke Girls/Mike &	CM	9-10p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/08/12	10/14/12	M-----		1	\$1,200.00	0.00							
E 23	WFMY	10/08/12	10/08/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/08/12	10/14/12	M-----		1	\$850.00	0.00							
E 24	WFMY	10/02/12	10/02/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$900.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-T-----		1	\$900.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/01/12-10/07/12	Tue Prime A		8-9p	-T-----	:30		<del>(\$900.00)</del>		0.00	NM		
		Credited													
E 25	WFMY	10/02/12	10/02/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	-T-----		1	\$1,200.00	0.00							
E 26	WFMY	10/03/12	10/03/12	Wed Prime A Survivor: Philippine	CM	8-9p	--W----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	--W----		1	\$2,000.00	0.00							
E 27	WFMY	10/03/12	10/03/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	--W----		1	\$1,000.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/01/12-10/07/12	Wed Prime B		9-10p	--W-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
		Credited													
E 28	WFMY	10/03/12	10/03/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	--W----	:30	1	\$800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/01/12	10/07/12	--W----		1	\$800.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/01/12-10/07/12	Wed Prime C		10-11p	--W-----	:30		<del>(\$800.00)</del>		0.00	NM		
		Credited													

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Alt Order #: 06259656  
Flight Dates: 10/02/12 - 10/08/12

Advertiser: Obama For America  
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Estimate: 1537  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	WFMY	10/04/12	10/04/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$2,000.00		0.00			
E 30	WFMY	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	9-10p	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$1,200.00		0.00			
E 31	WFMY	10/04/12	10/04/12	Thu Prime C Elementary	CM	10-11p	---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$1,100.00		0.00			
E 32	WFMY	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$800.00		0.00			
E 33	WFMY	10/05/12	10/05/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$800.00		0.00			
E 34	WFMY	10/06/12	10/06/12	Sat Prime A Crimetime Saturday	CM	8-9p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$300.00		0.00			
E 35	WFMY	10/06/12	10/06/12	Sat Prime B Crimetime Saturday	CM	9-10p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$350.00		0.00			
E 36	WFMY	10/06/12	10/06/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$475.00		0.00			
E 37	WFMY	10/07/12	10/07/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$1,000.00		0.00			
E 38	WFMY	10/07/12	10/07/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$1,200.00		0.00			
E 39	WFMY	10/07/12	10/07/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$1,200.00		0.00			
E 40	WFMY	10/07/12	10/07/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$900.00		0.00			
E 41	WFMY	10/02/12	10/08/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTFSS		7				\$350.00		0.00			
E 42	WFMY	10/02/12	10/08/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$70.00	P-4	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$70.00		0.00			
E 43	WFMY	10/02/12	10/08/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	5	\$10.00	P-4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$10.00		0.00			

Order / Rev: 703942  
 Alt Order #: 06259656  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Obama For America  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 43	WFMY	10/02/12	10/08/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	5	\$10.00	P-4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5			\$10.00			0.00			
E 44	WFMY	10/07/12	10/07/12	NFL Football Panthers Football	CM	1-7p	-----S	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		2			\$1,000.00			0.00			
E 45	WFMY	10/02/12	10/08/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MTWTF--	:30	5	\$95.00	P-3	0.00	NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5			\$95.00			0.00			
N 46	WFMY	10/02/12	10/02/12	Tue Prime C Vegas	CM	10-11p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1			\$1,200.00			0.00			
N 47	WFMY	10/02/12	10/02/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	-T-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1			\$55.00			0.00			
N 48	WFMY	10/06/12	10/06/12	Good Morning Show Sat Good Morning Show Saturday	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1			\$70.00			0.00			
N 49	WFMY	10/08/12	10/08/12	M-F 2-3p The Talk	CM	2-3p	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$150.00			0.00			
N 50	WFMY	10/07/12	10/07/12	NFL Football Panthers Football	CM	1-7p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1			\$2,000.00			0.00			
N 51	WFMY	10/04/12	10/05/12	News 2 at 6 News 2 at 6	CM	6-630p	---TF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2			\$350.00			0.00			
N 52	WFMY	10/04/12	10/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	---TF--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		4			\$350.00			0.00			
N 53	WFMY	10/06/12	10/06/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p	-----S-	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		3			\$300.00			0.00			
N 54	WFMY	10/04/12	10/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	---TF--	:30	2	\$55.00	P-4	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2			\$55.00			0.00			
N 55	WFMY	10/04/12	10/05/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	---TF--	:30	4	\$80.00	P-4	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		4			\$80.00			0.00			
N 56	WFMY	10/06/12	10/06/12	Good Morning Show Sat Good Morning Show Saturday	CM	6-9a	-----S-	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		3			\$70.00			0.00			
N 57	WFMY	10/07/12	10/07/12	Good Morning Show Sun Good Morning Show Sunday	CM	6-9a	-----S	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		3			\$70.00			0.00			

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N57	WFMY	10/07/12	10/07/12	Good Morning Show Sun	CM	6-9a	-----S	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
				Good Morning Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		3		\$70.00		0.00					
N58	WFMY	10/07/12	10/07/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S		2		\$200.00		0.00					
													Totals	141	\$47,215.00